



WFXR
PO Box 419779
Boston, MA 02241-9779
ph: (214) 769-4123

Advertiser
Agency
Buyer
Salesperson

Ed Gillespi/Governor/Republican/VA(88014
Strategic Media Services Inc (13884)
Michelle, Irvin,
Katz - Washington DC, Washington DC
(1179)
ph: (202) 872-5880 , fx: (202) 872-0263x
Political - Governor (1067)
277/357/3172 (641871)
National/Political
3172/ECR25764356
A35+

Invoice 3157921
Inv Date 10/29/2017
Terms Cash In Advance
Contract 1645435
Bill Type Standard
Period 9/25/2017 - 10/29/2017

Strategic Media Services Inc
1911 North Ft Myer Drive
Suite 400
Arlington, VA 22209

AgM

Product
Brand
Acct Types
Est/Headline
Demo
Revision
Comments

Candidate
MG for line 31 on line 32.

CO-OP/Order Type No/Normal
Package
Gen. Date 10/30/2017 3:36:16PM

Roanoke VA (WFXR)

DUPLICATE INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
1.0	Contract Line Remarks:		WFXR NEWS-5 Target 200119 Index: 106. Nielsen: 0.3						
	SPOT	5:00:00AM- 5:30:00	Per week (1),Th	10/05/17 5:40AM (Th)	00:30	Good Day Virginia	EGVA0924173H	\$5.00	
2.0	Contract Line Remarks:		WFXR NEWS-5 Target 200119 Index: 106. Nielsen: 0.3						
	SPOT	5:00:00AM- 5:30:00	Per week (1),Fr	10/06/17 5:30AM (Fr)	00:30	Good Day Virginia	EGVA100317H	\$5.00	
3.0	Contract Line Remarks:		WFXR NEWS-5 Target 200119 Index: 106. Nielsen: 0.3						
	SPOT	5:00:00AM- 5:30:00	Per week (1),Tu	10/10/17 5:23AM (Tu)	00:30	Good Day Virginia	EGVA100317H	\$5.00	
4.0	Contract Line Remarks:		WFXR NEWS-6 Target 200119 Index: 109. Nielsen: 0.4						
	SPOT	6:00:00AM- 6:30:00	Per week (1),We	10/04/17 6:14AM (We)	00:30	Good Day Virginia @	EGVA0924173H	\$10.00	
5.0	Contract Line Remarks:		WFXR NEWS-6 Target 200119 Index: 109. Nielsen: 0.4						
	SPOT	6:00:00AM- 6:30:00	Per week (1),Fr	10/06/17 6:13AM (Fr)	00:30	Good Day Virginia @	EGVA100417H	\$10.00	
6.0	Contract Line Remarks:		WFXR NEWS-6 Target 200119 Index: 109. Nielsen: 0.4						
	SPOT	6:00:00AM- 6:30:00	Per week (1),Mo	10/09/17 6:28AM (Mo)	00:30	Good Day Virginia @	EGVA100417H	\$10.00	
7.0	Contract Line Remarks:		WFXR NEWS-6 Target 200119 Index: 113. Nielsen: 0.5						
	SPOT	6:30:00AM- 7:00:00	Per week (1),We	10/04/17 6:55AM (We)	00:30	Good Day Virginia @	EGVA0924173H	\$10.00	
8.0	Contract Line Remarks:		WFXR NEWS-6 Target 200119 Index: 113. Nielsen: 0.5						
	SPOT	6:30:00AM- 7:00:00	Per week (1),Th	10/05/17 6:45AM (Th)	00:30	Good Day Virginia @	EGVA0924173H	\$10.00	
9.0	Contract Line Remarks:		WFXR NEWS-6 Target 200119 Index: 113. Nielsen: 0.5						
	SPOT	6:30:00AM- 7:00:00	Per week (1),Tu	10/10/17 6:59AM (Tu)	00:30	Good Day Virginia @	EGVA100317H	\$10.00	
10.0	Contract Line Remarks:		WFXR NEWS-7 Target 200119 Index: 119. Nielsen: 0.9						
	SPOT	7:00:00AM- 7:30:00	Per week (1),Th	10/05/17 7:38AM (Th)	00:30	Good Day Virginia @	EGVA0924173H	\$15.00	
11.0	Contract Line Remarks:		WFXR NEWS-7 Target 200119 Index: 119. Nielsen: 0.9						
	SPOT	7:00:00AM- 7:30:00	Per week (1),Fr	10/06/17 7:16AM (Fr)	00:30	Good Day Virginia @	EGVA100517H	\$15.00	
12.0	Contract Line Remarks:		WFXR NEWS-7 Target 200119 Index: 119. Nielsen: 0.9						
	SPOT	7:00:00AM- 7:30:00	Per week (1),Mo	10/09/17 7:12AM (Mo)	00:30	Good Day Virginia @	EGVA100317H	\$15.00	
13.0	Contract Line Remarks:		WFXR NEWS-7 Target 200119 Index: 119. Nielsen: 1.0						
	SPOT	7:30:00AM- 8:00:00	Per week (1),We	10/04/17 7:59AM (We)	00:30	Good Day Virginia @	EGVA0924173H	\$45.00	
14.0	Contract Line Remarks:		WFXR NEWS-7 Target 200119 Index: 119. Nielsen: 1.0						
	SPOT	7:30:00AM- 8:00:00	Per week (1),Fr	10/06/17 7:45AM (Fr)	00:30	Good Day Virginia @	EGVA100317H	\$45.00	
15.0	Contract Line Remarks:		WFXR NEWS-7 Target 200119 Index: 119. Nielsen: 1.0						
	SPOT	7:30:00AM- 8:00:00	Per week (1),Mo	10/09/17 7:45AM (Mo)	00:30	Good Day Virginia @	EGVA100317H	\$45.00	
16.0	Contract Line Remarks:		WFXR NEWS-8 Target 200119 Index: 117. Nielsen: 1.0						
	SPOT	8:00:00AM- 8:30:00	Per week (1),We	10/04/17 8:31AM (We)	00:30	Good Day Virginia	EGVA0924173H	\$45.00	
17.0	Contract Line Remarks:		WFXR NEWS-8 Target 200119 Index: 117. Nielsen: 1.0						
	SPOT	8:00:00AM- 8:30:00	Per week (1),Mo	10/09/17 8:31AM (Mo)	00:30	Good Day Virginia	EGVA100417H	\$45.00	
18.0	Contract Line Remarks:		WFXR NEWS-8 Target 200119 Index: 114. Nielsen: 0.9						
	SPOT	8:30:00AM- 9:00:00	Per week (1),Th	10/05/17 8:46AM (Th)	00:30	Good Day Virginia	EGVA0924173H	\$45.00	
19.0	Contract Line Remarks:		WFXR NEWS-8 Target 200119 Index: 114. Nielsen: 0.9						
	SPOT	8:30:00AM- 9:00:00	Per week (1),Tu	10/10/17 8:39AM (Tu)	00:30	Good Day Virginia	EGVA100417H	\$45.00	
20.0	Contract Line Remarks:		FOX NWS SUNDAY Target 200119 Index: 157. Nielsen: 1.0						
	SPOT	9:00:00AM-10:00:00	Per week (1),Su	10/08/17 9:59AM (Su)	00:30	FOX NEWS SUNDAY	EGVA100317H	\$150.00	



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Roanoke VA (WFXR)

DUPLICATE INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
21.0	Contract Line Remarks:		JUDGE MATHIS< Target 200119 Index: 70. Nielsen: 1.7						
	SPOT	1:00:00PM- 2:00:00	Per week (1),We	10/04/17 1:17PM (We)	00:30	JUDGE MATHIS	EGVA0924173H	\$35.00	
22.0	Contract Line Remarks:		JUDGE MATHIS< Target 200119 Index: 70. Nielsen: 1.7						
	SPOT	1:00:00PM- 2:00:00	Per week (1),Th	10/05/17 1:39PM (Th)	00:30	JUDGE MATHIS	EGVA0924173H	\$35.00	
23.0	Contract Line Remarks:		JUDGE MATHIS< Target 200119 Index: 70. Nielsen: 1.7						
	SPOT	1:00:00PM- 2:00:00	Per week (1),Tu	10/10/17 1:27PM (Tu)	00:30	JUDGE MATHIS	EGVA100517H	\$35.00	
24.0	Contract Line Remarks:		FAMILY FEUD B< Target 200119 Index: 83. Nielsen: 2.0						
	SPOT	3:30:00PM- 4:00:00	Per week (1),We	10/04/17 4:05PM (We)	00:30	FAMILY FEUD	EGVA0924173H	\$125.00	
25.0	Contract Line Remarks:		FAMILY FEUD B< Target 200119 Index: 83. Nielsen: 2.0						
	SPOT	3:30:00PM- 4:00:00	Per week (1),Th	10/05/17 3:52PM (Th)	00:30	FAMILY FEUD	EGVA0924173H	\$125.00	
26.0	Contract Line Remarks:		FAMILY FEUD B< Target 200119 Index: 83. Nielsen: 2.0						
	SPOT	3:30:00PM- 4:00:00	Per week (1),Fr	10/06/17 3:39PM (Fr)	00:30	FAMILY FEUD	EGVA100417H	\$125.00	
27.0	Contract Line Remarks:		FAMILY FEUD B< Target 200119 Index: 83. Nielsen: 2.0						
	SPOT	3:30:00PM- 4:00:00	Per week (1),Mo	10/09/17 3:48PM (Mo)	00:30	FAMILY FEUD	EGVA100517H	\$125.00	
28.0	Contract Line Remarks:		FAMILY FEUD B< Target 200119 Index: 83. Nielsen: 2.0						
	SPOT	3:30:00PM- 4:00:00	Per week (1),Tu	10/10/17 3:43PM (Tu)	00:30	FAMILY FEUD	EGVA100317H	\$125.00	
29.0	Contract Line Remarks:		JUDGE JUDY Target 200119 Index: 88. Nielsen: 2.9						
	SPOT	4:00:00PM- 4:30:00	Per week (1),We	10/04/17 4:12PM (We)	00:30	Judge Judy	EGVA0924173H	\$150.00	
30.0	Contract Line Remarks:		JUDGE JUDY Target 200119 Index: 88. Nielsen: 2.9						
	SPOT	4:00:00PM- 4:30:00	Per week (1),Th	10/05/17 4:27PM (Th)	00:30	Judge Judy	EGVA0924173H	\$150.00	
31.0	Contract Line Remarks:		JUDGE JUDY Target 200119 Index: 88. Nielsen: 2.9						
	SPOT	4:00:00PM- 4:30:00	Per week (1),Tu	10/10/17 4:20PM (Tu)	00:30	Judge Judy	EGVA100417H	\$150.00	
32.0	Contract Line Remarks:		JUDGE JUDY Target 200119 Index: 88. Nielsen: 3.5						
	SPOT	5:00:00PM- 5:30:00	Per week (1),We	10/04/17 5:11PM (We)	00:30	Judge Judy	EGVA0924173H	\$175.00	
33.0	Contract Line Remarks:		JUDGE JUDY Target 200119 Index: 88. Nielsen: 3.5						
	SPOT	5:00:00PM- 5:30:00	Per week (1),Fr	10/06/17 5:27PM (Fr)	00:30	Judge Judy	EGVA100317H	\$175.00	
34.0	Contract Line Remarks:		JUDGE JUDY Target 200119 Index: 88. Nielsen: 3.5						
	SPOT	5:00:00PM- 5:30:00	Per week (1),Mo	10/09/17 5:27PM (Mo)	00:30	Judge Judy	EGVA100317H	\$175.00	
35.0	Contract Line Remarks:		JUDGE JUDY B Target 200119 Index: 88. Nielsen: 3.8						
	SPOT	5:30:00PM- 6:00:00	Per week (1),Th	10/05/17 5:57PM (Th)	00:30	Judge Judy	EGVA0924173H	\$175.00	
36.0	Contract Line Remarks:		JUDGE JUDY B Target 200119 Index: 88. Nielsen: 3.8						
	SPOT	5:30:00PM- 6:00:00	Per week (1),Tu	10/10/17 5:51PM (Tu)	00:30	Judge Judy	EGVA100317H	\$175.00	
37.0	Contract Line Remarks:		JUDGE JUDY Target 200119 Index: 98. Nielsen: 1.7						
	SPOT	5:00:00PM- 5:30:00	Per week (1),Sa	10/07/17 7:03PM (Sa)	00:30	FOX College Football 2	EGVA100517H	\$35.00	
38.0	Contract Line Remarks:		2.5 MEN Target 200119 Index: 95. Nielsen: 2.2						
	SPOT	6:00:00PM- 6:30:00	Per week (1),Th	10/05/17 6:30PM (Th)	00:30	TWO AND A HALF MEN 630PM	EGVA0924173H	\$150.00	
39.0	Contract Line Remarks:		2.5 MEN Target 200119 Index: 100. Nielsen: 2.3						
	SPOT	6:30:00PM- 7:00:00	Per week (1),Fr	10/06/17 6:56PM (Fr)	00:30	TWO AND A HALF MEN 630PM	EGVA100417H	\$150.00	



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40.0	Contract Line Remarks:		2.5 MEN Target 200119 Index: 100. Nielsen: 2.3						
	SPOT	6:30:00PM- 7:00:00	Per week (1),Tu	10/10/17 6:54PM (Tu)	00:30	TWO AND A HALF MEN 630PM	EGVA100417H	\$150.00	
41.0	Contract Line Remarks:		BIG BNG THEORY Target 200119 Index: 110. Nielsen: 3.7						
	SPOT	7:00:00PM- 7:30:00	Per week (1),We	10/04/17 7:16PM (We)	00:30	BIG BANG THEORY	EGVA0924173H	\$375.00	
42.0	Contract Line Remarks:		BIG BNG THEORY Target 200119 Index: 110. Nielsen: 3.7						
	SPOT	7:00:00PM- 7:30:00	Per week (1),Th	10/05/17 7:30PM (Th)	00:30	BIG BANG THEORY	EGVA0924173H	\$375.00	
43.0	Contract Line Remarks:		BIG BNG THEORY Target 200119 Index: 110. Nielsen: 3.7						
	SPOT	7:00:00PM- 7:30:00	Per week (1),Mo	10/09/17 7:25PM (Mo)	00:30	BIG BANG THEORY	EGVA100417H	\$375.00	
44.0	Contract Line Remarks:		BG BNG THRY B< Target 200119 Index: 110. Nielsen: 4.0						
	SPOT	7:30:00PM- 8:00:00	Per week (1),Fr	10/06/17 7:59PM (Fr)	00:30	Hell's Kitchen	EGVA100317H	\$450.00	
45.0	Contract Line Remarks:		BG BNG THRY B< Target 200119 Index: 110. Nielsen: 4.0						
	SPOT	7:30:00PM- 8:00:00	Per week (1),Tu	10/10/17 7:48PM (Tu)	00:30	BIG BANG THEORY	EGVA100317H	\$450.00	
46.0	Contract Line Remarks:		MARVELS GIFTED Target 200119 Index: 88. Nielsen: 1.7						
	SPOT	9:00:00PM-10:00:00	Per week (1),Mo	10/09/17 10:00PM (Mo)	00:30	The Gifted 9-10pm	EGVA100317H	\$400.00	
47.0	Contract Line Remarks:		HELL'S KITCHEN Target 200119 Index: 99. Nielsen: 1.7						
	SPOT	8:00:00PM- 9:00:00	Per week (1),Fr	10/06/17 8:44PM (Fr)	00:30	Hell's Kitchen	EGVA100417H	\$850.00	
48.0	Contract Line Remarks:		WFXR NEWS-10 A< Target 200119 Index: 109. Nielsen: 3.9						
	SPOT	10:00:00PM-10:30:00	Per week (1),We	10/04/17 10:16PM (We)	00:30	FOX News First at Ten	EGVA0924173H	\$375.00	
49.0	Contract Line Remarks:		WFXR NEWS-10 A< Target 200119 Index: 109. Nielsen: 3.9						
	SPOT	10:00:00PM-10:30:00	Per week (1),Fr	10/06/17 10:23PM (Fr)	00:30	FOX News First at Ten	EGVA100317H	\$375.00	
50.0	Contract Line Remarks:		WFXR NEWS-10 A< Target 200119 Index: 109. Nielsen: 3.9						
	SPOT	10:00:00PM-10:30:00	Per week (1),Mo	10/09/17 10:30PM (Mo)	00:30	FOX News First at Ten	EGVA100417H	\$375.00	
51.0	Contract Line Remarks:		WFXR NEWS-10 B< Target 200119 Index: 107. Nielsen: 3.5						
	SPOT	10:30:00PM-11:00:00	Per week (1),Th	10/05/17 11:00PM (Th)	00:30	FOX News First at Ten	EGVA0924173H	\$300.00	
52.0	Contract Line Remarks:		WFXR NEWS-10 B< Target 200119 Index: 107. Nielsen: 3.5						
	SPOT	10:30:00PM-11:00:00	Per week (1),Tu	10/10/17 11:00PM (Tu)	00:30	FOX News First at Ten	EGVA100417H	\$300.00	
53.0	Contract Line Remarks:		VA SPORTS LIVE Target 200119 Index: 111. Nielsen: 1.4						
	SPOT	11:00:00PM-11:30:00	Per week (1),Su	10/08/17 11:25PM (Su)	00:30	Virginia Sports Live	EGVA100317H	\$175.00	
54.0	Contract Line Remarks:		WFXR NEWS Target 200119 Index: 108. Nielsen: 3.2						
	SPOT	10:00:00PM-10:30:00	Per week (1),Sa	10/07/17 10:45PM (Sa)	00:30	FOX College Football 3	EGVA100417H	\$300.00	
55.0	Contract Line Remarks:		GOLDBERGS Target 200119 Index: 110. Nielsen: 1.6						
	SPOT	11:00:00PM-11:30:00	Per week (1),Th	10/05/17 11:14PM (Th)	00:30	The Goldberg's 11pm	EGVA0924173H	\$100.00	
56.0	Contract Line Remarks:		GOLDBERGS Target 200119 Index: 107. Nielsen: 1.2						
	SPOT	11:30:00PM-12:00:00	Per week (1),We	10/04/17 12:00AM (We)	00:30	The Goldberg's 1130pm	EGVA0924173H	\$50.00	
57.0	Contract Line Remarks:		GOLDBERGS Target 200119 Index: 107. Nielsen: 1.2						
	SPOT	11:30:00PM-12:00:00	Per week (1),Fr	10/06/17 11:51PM (Fr)	00:30	The Goldberg's 1130pm	EGVA100317H	\$50.00	
58.0	Contract Line Remarks:		GOLDBERGS Target 200119 Index: 107. Nielsen: 1.2						
	SPOT	11:30:00PM-12:00:00	Per week (1),Mo	10/09/17 11:42PM (Mo)	00:30	The Goldberg's 1130pm	EGVA100317H	\$50.00	



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59.0	Contract Line Remarks:		<u>GOLDBERGS Target 200119 Index: 107. Nielsen: 1.2</u>						
	SPOT	11:30:00PM-12:00:00	Per week (1),Tu	10/10/17 11:51PM (Tu)	00:30	The Goldberg's 1130pm	EGVA100317H	\$50.00	
60.0	Contract Line Remarks:		<u>SEINFELD Target 200119 Index: 107. Nielsen: 1.1</u>						
	SPOT	12:00:00AM-12:30:00	Per week (1),Th	10/05/17 12:25AM (Th)	00:30	Seinfeld 12am	EGVA0924173H	\$45.00	
61.0	Contract Line Remarks:		<u>SEINFELD Target 200119 Index: 107. Nielsen: 1.1</u>						
	SPOT	12:00:00AM-12:30:00	Per week (1),Mo	10/09/17 12:25AM (Mo)	00:30	Seinfeld 12am	EGVA100417H	\$45.00	
62.0	Contract Line Remarks:		<u>SEINFELD Target 200119 Index: 106. Nielsen: 0.8</u>						
	SPOT	12:30:00AM- 1:00:00	Per week (1),Fr	10/06/17 12:42AM (Fr)	00:30	Seinfeld 1230am	EGVA100417H	\$45.00	
63.0	Contract Line Remarks:		<u>SEINFELD Target 200119 Index: 106. Nielsen: 0.8</u>						
	SPOT	12:30:00AM- 1:00:00	Per week (1),Tu	10/10/17 12:46AM (Tu)	00:30	Seinfeld 1230am	EGVA100317H	\$45.00	
64.0	Contract Line Remarks:		<u>FOX COLLEGE FOOTBALL Target 200119 Index: 105. Nielsen: 2.3</u>						
	SPOT	7:30:00PM-11:00:00	Per week (1),Sa	10/07/17 7:59PM (Sa)	00:30	FOX COLLEGE FOOTBALL EXTRA 2	EGVA100317H	\$350.00	
65.0	Contract Line Remarks:		<u>FOX NFL LATE GAME</u>						
	SPOT	4:25:00PM- 7:30:00	Per week (1),Su	10/08/17 5:46PM (Su)	00:30	NFL on FOX Game 2	EGVA100417H	\$2000.00	

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.

Gross Total	\$11,430.00	Total Spots	65
Commission	(\$1,714.50)		
Net Total	\$9,715.50		